

## CLAIMS

What is claimed is:

1. <sup>ask</sup><sub>a</sub> } A method for providing internet traffic for on-line shopping:  
providing a segment of video content having a number of products  
featured in the video content which a user may purchase;  
providing an image which corresponds with the segment of video  
content, the image containing a number of user selectable areas,  
each user selectable area showing one of the products contained in  
the corresponding segment of video content, each user selectable  
area being anchored to a hyperlink, each hyperlink linking to an e-  
commerce website where specific information about the product  
resides and from which the product may be purchased;  
receiving a user's selection of one of the areas in the image showing one of  
the products contained in the corresponding segment of video  
content;  
using the hyperlink associated with the user's selected area to retrieve the  
specific information about the product contained in the  
corresponding segment of video content; and  
providing the specific information about the product to the user.
2. The method of claim 1 further comprising:  
allowing the user to exercise an option to purchase the product on-line.
3. The method of claim 1 further comprising:  
providing a set of user selectable hypertext links which correspond with  
the provided image, each hypertext link in the series corresponding  
with a product contained in the image, each hypertext link linking

a) to an e-commerce site where specific information about the product resides and from which the product may be purchased.

4. The method of claim 3 further comprising:  
receiving a user's selection of one of the hypertext links in the series;  
retrieving the specific information about the product from the e-commerce site using the hypertext link; and  
providing the specific information to the user so he or she may purchase the product on-line.
5. The method of claim 1 further comprising:  
tracking the user's activity, including the user's product selection from the user selectable products provided in the image and the user's purchase activity after the information about the product is retrieved from the e-commerce site.
6. The method of claim 5 further comprising:  
generating an activity report for each user who selects one of the user selectable products provided in the image and retrieves information from the e-commerce site, said report containing information about the tracking of the user's activity.
7. The method of claim 4 further comprising:  
tracking the user's activity, including the user's selection of one of the hypertext links in the series and the user's purchase activity after the information about the product is retrieved from the e-commerce site.

8. The method of claim 7, further comprising:  
generating an activity report for each user who selects one of the  
hypertext links in the series of hypertext links and retrieves  
information from the e-commerce site, said report containing  
information about the tracking of the user's activity.


9. a2

The method of claim 1 further comprising:  
providing a new segment of video content having a number of new  
products featured in the video content which a user may purchase;  
providing a new image which corresponds with the new segment of video  
content, the new image containing a number of new user selectable  
products which correspond with the new products featured in the  
new segment of video content, each new user selectable product in  
the new image being embedded with a hypertext link, each  
hypertext link linking to an e-commerce site where specific  
information about the new product resides and from which the  
new product may be purchased;  
receiving a user's new product selection from the new user selectable  
products in the image;

a) > retrieving the specific information about the user's selected new product from the e-commerce site using the embedded hypertext link; and providing the specific information about the new product to the user and allowing the user to exercise an option to purchase the new product on-line.

10. The method of claim 9 further comprising:  
providing a new series of user selectable hypertext links which correspond with the new image, each hypertext link in the new series corresponding with one of the new products contained in the new image, each hypertext link linking to an e-commerce site where specific information about the new product resides and from which the new product may be purchased.
11. The method of claim 10 further comprising:  
receiving a user's selection of one of the new hypertext links in the series;  
retrieving the specific information about the new product from the e-commerce site using the selected hypertext link, and  
providing the specific information to the user so he or she may purchase the product on-line.
12. The method of claim 9 further comprising:  
tracking the user's activity, including the user's product selection from the user selectable products provided in the new image and the user's purchase activity after the information about the product is retrieved from the e-commerce site.

13. The method of claim 12 further comprising:  
generating an activity report for each user who selects one of the user  
selectable products provided in the new image and retrieves  
information from the e-commerce site, said report containing  
information about the tracking of the user's activity.
14. The method of claim 11 further comprising:  
tracking the user's activity, including the user's selection of one of the  
hypertext links in the series and the user's purchase activity after  
the information about the product is retrieved from the e-commerce  
site.
15. The method of claim 14, further comprising:  
generating an activity report for each user who selects one of the  
hypertext links in the series of hypertext links and retrieves  
information from the e-commerce site, said report containing  
information about the tracking of the user's activity.

16.  A user interface for use with a web browser, comprising:  
a video area for displaying several contiguous segments of video content  
featuring products which may be purchased; and  
an image area for providing a series of images, each image in the series  
corresponding with one of the contiguous segments of video  
content and containing a number of user selectable areas, each

areasshowing one of the products featured in the corresponding segment, wherein each user selectable area in the image is anchored with a hyperlink which corresponds with a sponsor webpage such that when the area is selected, information about the product shown in that area, including an option to purchase the product, is linked from the sponsor webpage using the hyperlink, and the information is displayed to the user.

17. The user interface of claim 16, further comprising:  
a hypertext link area for providing a set of user selectable hypertext links, each hypertext link in the set corresponding with one of the number of user selectable products contained in the image such that when one the hypertext links is selected, information about the corresponding product, including an option to purchase the product, is linked from the sponsor web site and provided to the user.
18. The user interface of claim 16, further comprising:  
a product content area for displaying the information about the product and the option to purchase the product which was linked from the sponsor webpage using the hyperlink.
19. A user interface for use with a web browser, comprising:  
a video area for displaying several contiguous segments of video content featuring products which may be purchased;  
an image area for providing a series of images, each image in the series corresponding with one of the contiguous segments of video content and containing a number of user selectable areas, each

areasshowing one of the products featured in the corresponding segment, wherein each user selectable area in the image is anchored with a hyperlink which corresponds with a sponsor webpage such that when the area is selected, information about the product shown in that area, including an option to purchase the product, is linked from the sponsor webpage using the hyperlink, and the information is displayed to the user;

a product content area for displaying the information about the product and the option to purchase the product which was linked from the sponsor webpage using the hyperlink.

20. The user interface of claim 19, further comprising:

a hypertext link area for providing a set of user selectable hypertext links, each hypertext link in the set corresponding with one of the number of user selectable products contained in the image such that when one the hypertext links is selected, information about the corresponding product, including an option to purchase the product, is linked from the sponsor web site and provided to the user.